



CONFERENCE CENTER

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FOR IMMEDIATE RELEASE

Boot Hill Casino & Resort Conference Center established in Dodge City

Agreement marks long term commitment between VenuWorks of Dodge City and Boot Hill Casino & Resort.

DODGE CITY, Kan. (May 3, 2016) – The Conference Center at United Wireless Arena has a new name as of May 1, thanks to a partnership between VenuWorks of Dodge City and Boot Hill Casino & Resort for the naming rights to the 7,000 square foot meeting and entertainment space.

The long-term agreement also includes partnership opportunities to draw tourists to the Boot Hill Casino & Resort Conference Center space in Dodge City, Kansas for special events and entertainment.

“This new partnership between VenuWorks of Dodge City and Boot Hill Casino & Resort will open up opportunities for the rest of the community to develop and grow as a tourist destination for Southwest Kansas,” said Chris Ragland, Executive Director of VenuWorks of Dodge City. “By coordinating our marketing efforts to reach out and show what Dodge City and Ford County have to offer, it will benefit all local tourist attractions as well as local businesses and showcase what we as a community have to share with others. We are excited about combining our existing partnership and efforts with United Wireless with that of the Boot Hill Casino & Resort to continue to bring first class entertainment options to our region.”

“This agreement is about so much more than adding a sign to a building. Boot Hill Casino desires to continue to demonstrate our long-term commitment to Dodge City and Southwest Kansas. Because of the community’s vision for the casino, arena and conference center, Dodge City is synonymous with entertainment. By partnering with Dodge City, Ford County and VenuWorks of Dodge City, we believe we can bring even



more entertainment and special events to our community,” said Diane Giardine, General Manager of Boot Hill Casino & Resort.

Clark Stewart, President & CEO of Butler National, the parent company of Boot Hill Casino & Resort, added “Boot Hill Casino & Resort is pleased to announce this partnership with VenuWorks of Dodge City and the owners of the building, City of Dodge City and Ford County. By working together, we will continue to make Dodge City and Ford County a top tourist destination in Western Kansas.”

“The City of Dodge City is thrilled about the unlimited opportunities the partnership with Boot Hill Casino and Resort and VenuWorks will provide our community. The approval of the naming rights agreement demonstrates the Casino’s long term commitment to Dodge City, Ford County and our region. In addition, this collaboration meets the City’s core values of ongoing improvement, as together we value progress, growth and new possibilities for our future,” said City of Dodge City Mayor, Joyce Warshaw.

A reception will be announced to celebrate the new partnership. Dodge Citians can expect to see the new Boot Hill Casino & Resort Conference Center sign added to the building in May 2016.

For additional information, visit www.boothillcasino.com or www.unitedwirelessarena.com. For media inquiries, please contact Jessi Rabe at 620-682-7734 or jrabe@boothillcasino.com or Nancy Mooradian at 620-371-7390 or nmooradian@unitedwirelessarena.com.

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About Boot Hill Casino & Resort

Boot Hill Casino & Resort features over 600 electronic gaming machines, 18 table games, 2 live poker tables, a 150-seat casual dining restaurant known as *Firesides at Boot Hill* and *Cowboy Cafe* for a light fare on-the-go, and also offers retail logo’ed items.

Phase I of the \$90 million project opened in December 2009. Phase II was completed in August 2012 which included an additional 200 electronic gaming machines. Boot Hill Casino & Resort is managed by BHCMC, LLC, a subsidiary of Butler National Service Corporation, a Kansas corporation. The lottery facility games at Boot Hill Casino & Resort are owned and operated by the Kansas Lottery. The Kansas Racing and Gaming Commission provides regulatory oversight for the casino. For more information about Boot Hill Casino & Resort, please visit us at www.boothillcasino.com, or call us at 1.877.906.0777.

Boot Hill Casino & Resort supports responsible gambling practices. All games are owned and operated by the Kansas Lottery. ©2016 BHCMC, LLC. Gambling Problem? Getting help is your best bet. Call 1.800.522.4700 or visit www.ksgamblinghelp.com. Any promotions are not valid to persons banned from the casino or persons in the Kansas Voluntary Exclusion program. Must be 21 to enter.

About VenuWorks of Dodge City, United Wireless Arena & Boot Hill Casino Conference Center

VenuWorks is America’s emerging leader in venue management, providing customized solutions for arenas, theatres and convention centers throughout the country, with management services that include operations, catering, concessions, along with the booking and marketing of sports and entertainment events.



United Wireless Arena & Boot Hill Casino & Resort Conference Center are Southwest Kansas' premier sports, entertainment, and conference centers. United Wireless Arena & Boot Hill Casino & Resort Conference Center operate within the highly competitive conference, entertainment and meeting industry.

Located in Dodge City, Kansas, United Wireless Arena & Boot Hill Casino & Resort Conference Center opened to the public on February 17, 2011. The facility has seen a wide variety of major touring shows and increased meeting/conferences in its 5 years of operation. With the guidance of the City of Dodge City and Ford County, the venue has become a formidable competitor as a regional destination with a reputation of first-class quality service and high value in the products delivered. VenuWorks is continuously exploring opportunities to meet the needs of all clients in a competitive environment. With a dedicated staff of professionals whom are empowered to make every event the best possible experience for all of the venue guests, United Wireless Arena & Boot Hill Casino & Resort Conference Center are positioned to maintain current clients and attract new ones for years to come.

